

62 R. W. Longabaugh

~~410 PERSIMMON AVE.~~

Sebring, Florida

E 1958]

JUST A REMINDER!

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JAN 21 1958

U. S. Department of Agriculture

....ANY TIME IS CALADIUM TIME

Plant the year around--Always ready for sale, no timing needed. Versatile as house plants, landscaping outdoors, and the foliage may be cut for floral work. New foliage will grow out. You can grow your own exotic, tropical foliage, sell the plants, or both.

....and, when comparing prices, it would be wise to keep these important factors in mind, which WE offer for YOUR consideration.

<u>QUALITY</u>	<u>CERTIFIED BULBS</u>	<u>GENEROUS COUNT</u>
<u>HEAVY SIZING</u>	<u>CAREFUL PACKING</u>	<u>REASONABLE PRICES</u>
<u>WELL-BALANCED MIXTURES</u>	<u>OVER 100 VARIETIES</u>	<u>GUARANTEED SATISFACTION</u>

SHIPPING PERIOD---ALL YEAR

PRICES PER 100

<u>SIZE</u>	<u>F.O.B. (Sebring, Fla.)</u>	<u>PREPAID IN U.S.A.</u>
$\frac{5}{4}$ - $1\frac{1}{4}$ in. dia. (#3)	\$ 6.00	\$ 7.00
$1\frac{1}{4}$ - $1\frac{1}{2}$ in. dia. (#2)	10.00	12.50 11.50
$1\frac{1}{2}$ - $2\frac{1}{2}$ in. dia. (#1)	15.00	17.50
$2\frac{1}{2}$ - $3\frac{1}{2}$ in. dia. (Jumbo)	23.00	28.00
$3\frac{1}{2}$ & UP in. dia. (Mammoth)	34.00	44.00

LESS 10% 500 UP.

Minimum order \$5.00; no less than 25 of a variety or size, if Named.

Strap/Lance varieties are priced one size higher than the regular varieties' f.o.b. prices i.e. #2 straps would be \$15.00 per 100 f.o.b., plus \$1.50 per 100 prepaid, if desired.

Prices on amounts less than 25, separately packed and labeled; #3 8¢; #2 13¢; #1 20¢; Jumbo 30¢; Mammoth 45¢. Strap Leaf; #3 13¢; #2 20¢; #1 30¢; Jumbo 45¢. F.O.B. Sebring, Fla. MINIMUM-10 of a variety or size.

Should substitutions become necessary, please indicate whether size or variety is preferred, otherwise a similar variety of the size selected by you will be shipped.

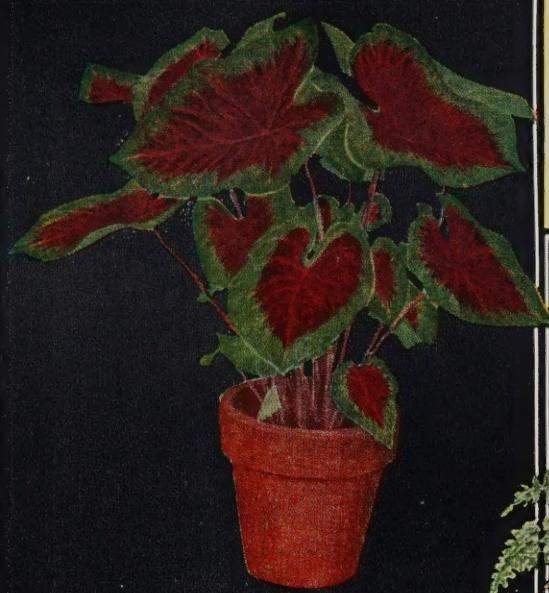
Hoping we may have the pleasure of serving you this season, and thanking all our regular, repeat customers for your trust in us, as evidenced by your continued patronage, we are

Yours very truly,

R. W. LONGABAUGH

P.S. NOW AVAILABLE...Beautifully colored display-sales carton, containing 150 #1 bulbs in 6 leading varieties. Price \$25.00 F.O.B.

**Beautiful
Fancy Leaved
CALADIUMS**
From Finest Quality Bulbs



Ideal for Landscaping

(Above) Mrs. Munson (Below) Mrs. W. B. Haldemann



(A) Poecile Anglais (D) Hortulania
(B) Devonshire (E) Mrs. F. Sanders
(C) Itacapus (F) Scarlet Pimpernelle

R. W. Longabaugh
410 Persimmon Ave., Sebring, Fla.

Grower and Shipper
Fancy Leaved Caladium Bulbs

Guaranteed Quality and Reliability
... ALWAYS!



Fancy Leaved CALADIUMS

ATTALA. Rose-colored leaf, heavily mottled with medium green. Pronounced red ribs. Pink and black striped stem.

***BRILLIANTISSIMO.** Brilliant red-rose center, blending with islets into dark green border. Green stems.

CANDIDUM. The leading white variety. Snow-white leaves with green ribs and veins. Vigorous grower.

CRIMSON WAVE. Large, crinkled, translucent leaves with crimson center, mottling into dark green border. Black stems.

DEVONSHIRE. Mottled, translucent lavender-pink on dark green leaf. Bushy.

DR. D. M. COOK. Maroon-red center and red ribs. Crinkled and wavy leaf spotted with translucent red toward dark moss-green border.

DR. T. L. MEADE. Entire leaf coppery bronze-red color. Crimson ribs.

EDITH MEADE. Snow-white leaves with narrow, dark green border and red midribs. Black and green striped stems.

ITACAPUS. Entire leaf bright red; narrow green border with red dottings.

JESSIE THAYER. Flushed pink and white on dark green leaf. Noted for its very pronounced dark red ribs and veining.

JOHN PEED. Metallic red center and red veins, with moss-green border. Medium roundish leaves. Black stems.

LORD DERBY. Translucent shell-pink, crinkled leaves with green ribs and veining. Pencil-line green border. Very bushy.

MACAHYBA. Dark moss-green leaf, profusely marked with lilac splotches over entire leaf. Pronounced scarlet ribs.

MARIE MOIR. Large white leaves with red blotches between pronounced dark green ribs and veining. Narrow green pencil-line border.

MRS. F. SANDERS. Deep lavender-rose, heavily blotched with dark green and chartreuse. Large, roundish leaves. Black veins and stems.

MRS. MUNSON. Translucent lavender-rose leaf with deep rose-colored ribs, blending into medium green border. Dark stems.

MRS. W. B. HALDEMANN. Bright translucent pink, interspersed with islets of white toward the narrow, light green border. Very bushy.

***PINK HORTULANIA.** Vivid pink leaf, blending into narrow green edge. Deep rose veins.

POECILE ANGLAIS. Deep dark red leaves with apple-green border. Outer edge slightly wavy.

RECONCAVO. Rose-red on light green, with embossed effect. Carmine ribs.

RED ENSIGN. Bright metallic red with powdery blue cast. Narrow green border. Produces many colorful leaves.

RED FLARE. Bright scarlet leaf, blotched with light and dark green. Many leaves.

***RED HORTULANIA.** Entire leaf brilliant vermillion-red, with very narrow, medium green edge. Dusty blue cast over leaf.

***RIO DE JANEIRO.** Translucent bright pink leaf, with very narrow, dark green border and mottling. Light stem.

RISING SUN. Brilliant red center with dark red ribs. Orange-red spots bursting forth from center into dark green border. Black stems.

SCARLET PIMPERNELLE. Scarlet center with yellow-green border. Large leaves. Vigorous, leafy growth.

†**SOROCOBA.** Translucent white suffused with pink. Green ribs and veins.

SPANGLED BANNER. Bright red center, having profuse pink spots in dark green border.

THOMAS TOMLINSON. Bright crimson center with blotches of red and green toward the narrow green border. Many leaves.

TRIOMPHE DE L'EXPOSITION. An old favorite. Bright red center with medium green border. Extra-large, roundish leaves.

*These brilliant varieties do not produce a large bulb. We would suggest grouping two No. 1 or three No. 2 bulbs together for outstanding effect.

†These varieties will attain better color in more subdued light than other varieties.

Our hand-selected mixture contains all varieties still in stock at the time of receiving your order—one-third whites, unless otherwise specified by you. We also include a portion of a field-grown mixture which is comprised of all of our named varieties, plus several which we do not stock separately. This assures you a much better variety range well after our stock of separate varieties becomes more limited. This field-grown mixture is of bright varieties only and does not include any dull, nondescript discards.

Should we be sold out of a variety you select, we will substitute one we consider as good or superior.

SUPPLEMENTAL VARIETY LIST

A partial list of additional varieties available.

VIVIAN LEE. Similar to Crimson Wave. Medium low grower. Good leafer.
PINK BEAUTY. Low growing pink. Leafy.
ACE OF HEARTS. Low growing red. Medium leafer. Bright color.
ANN GREER. Large round-leaved red. Medium leafer. Low growing.
FREIDA HEMPLE. Low growing, bushy red. Bright color. Good for potting.
SEAGULL. Low growing, very leafy. Good for potting. Variation in white.
MARY QUEEN OF SCOTS. Blotched plaid. Low growing. Leafy.
ATTALA. Vigorous, large leaved, with beautiful pink stems.
LUELLA WHORTON. Vigorous, tall growing. Very large leaves.
FRED BAUSE. Low growing, leafy red. Good potting variety.
BLANCHE WISE. Low growing, heavy leafer. Cream center, blotched red.
BRAZILIAN BUTTERFLY. Vigorous, low grower. Leafy. Cream & pink.
BILLY. New pink. Very promising. Leafy. Bright color.
RED POLKA. Red splotches on red background. Good potting variety.
AARON. New white. Outstanding.
PINK CLOUD. Medium tall-growing pink. Large leaves. Bright color.
MRS. ARNO NERHLING. Very low, very leafy. Becomes white in subdued
light. Coppery-red grown outside.
RICHARD DECKARD. Low growing, medium leafer. Good coloring.
BILL HOLMES. Good potting variety. Strawberry pink & cream on green.
MISS CHICAGO. Low growing, colorful pink.
EDNA. Very large, glossy red leaves. Light leafer.
SCARLET BEAUTY. Bright red. Low growing. Good potting variety.
FESTIVIA. New red. Good leafer. Crinkled leaves. Green veins.
GAIL DEE. Very fine pink. Plenty of leaves. Slightly tall.
FRECKLES. Dark pink. Heavy leafer, short growth. Good potting variety.
RUBY SMITH. New red. Good potting variety. Low growing, leafy.
KATHLEEN. New pink. Very leafy, very low. Excellent for potting.
MRS. F. M. JOYNER. Very colorful new white. Vigorous. White in inside
culture. Coppery-red outside culture.
LEE STOKES. Good leafer. Blotched creamy green on darker green.
JUNE BRIDE. New white. Low growing. Good leafer.
ROHERS DAWN. Low growing. Large leaved. Red ribs & beautiful veining.
A. J. BARNES. Large leaved. Vivid red center. Wide peagreen border.
Medium tall grower. Outstanding for outdoor culture.
CAROLYN WHORTON. Most beautiful of the splotched pink varieties.
Heavy leafer, low growing. Good for potting.
DAYBREAK. Also known as Dawn. Low growing. White to blush pink leaves,
netted green. Green border, pink midribs. Good for potting.
LORD ROSENBERRY. Also known as Rosebud. Light red rose center.
MABEL BARNES. Large ruffled-edge leaves. White midriff and veins.
Wide green border with blood red blotches. Tall grower.
MISS MUFFETT. Very low, dwarf. Very dainty. Medium leafer. Light green
to light yellow with copious red splotches.
SUSAN. Very low growing new pink blotched variety. Good for potting.
THE DUKE. New red. Vivid metallic red center on moss green border.
Good leafer. Good for potting or outside.
WHITE PRINCESS. Medium small leaves. Snow white center with green ribs
and border. Border flecked with white. Low grower.
CARDINAL. Dark red, translucent, crinkled leaves. Low growing. Leafy.
Best coloring shows where strong light is provided, but not
enough to burn leaves.
.....AND OTHERS, including STRAP-LEAVED varieties.

R. W. LONGABAUGH

EDGEWATER CALADIUMS of Sebring, Fla.

